R.J. Reynolds Tobacco Company

May 9, 1995

REESE P. STANLEY
Chain Accounts Manager

360 Herndon Pkwy., Suite 1500
Herndon, VA 22070
703-471-5629
Fax 703-471-6370

TO: Distribute to all applicable personnel
ROU #2910 ROU #1310
ROU #1710 ROU #1210
ROU #6710

SUBJECT: **F.A. Davis & Sons -- Account #146880**
Pilot Brand Introduction

Ladies and Gentlemen:

Great News!! As some of you are aware, we have successfully secured approval for a Pilot Private label Brand Introduction through F.A. Davis & Sons, Baltimore, MD.

In conjunction with subject introduction, the following is provided for your efforts in selling Pilot to your Retail Partners' account who purchase cigarettes through F.A. Davis.

- **Suggestive Retails:** Provided by F.A. Davis for introduction to retailers. Introduction allowance is for period **May 22 - August 19.**

  Note: Provided prior to May 4 Price Increase; we will update ASAP.

- **Prebooking Form**: Code numbers will be supplied as soon as available. First ship date May 22.

- **Color Photos**: For your presentation needs.

Your assistance is requested in ensuring a successful introduction of Pilot styles. Should you have any questions, please call.

Sincerely,

Reese

R.P. Stanley
CAM #2940

RPS:jk
cc: G.A. Young

Note to SRs in 1922-2924-2926 -- POS has been ordered to your ship-to-location.

FADPilot.doc

"We work for smokers."

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Source: https://www.industrydocuments.ucsf.edu/docs/ytvy0000

PILOT INTRODUCTION

Store Name: _____

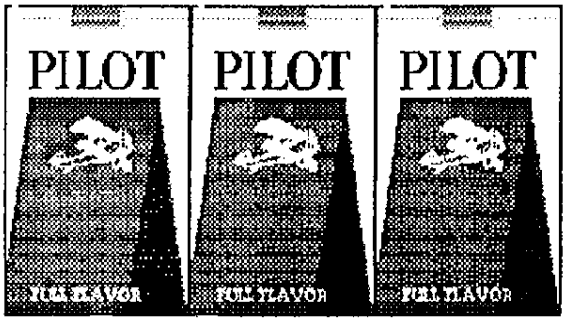
Address: _____

_____

_____

F.A. Davis Account Number: _____

Ship Date: _____



Style	Quantity	Item Number
Pilot Full Flavor		
Full Flavor 100		
Light		
Light 100		
Light Menthol		
Light Menthol 100		
Ultra Light		
Ultra Light 100		
FF Menthol		
FF Menthol 100		
Non-Filter		
FF Box		
Light Box		

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_____ _____

Store Signature RJR Representative

Source: https://www.industrydocuments.ucsf.edu/docs/ytvy0000

SUGGESTED RETAILS

	INTRO. ALLOW.	NET INVOICE COST	SUGG. RETAIL	PROFIT	PROFIT %
MARYLAND	.80	9.86	11.89/1.19	2.03	20.6%
PENNSYLVANIA	1.10	9.35	10.90/1.09	1.55	16.6%
WEST VIRGINIA	.80	7.95	9.49/.95	1.54	19.4%
DELAWARE	.80	8.87			
VIRGINIA	.80	6.31 + TAX			

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Source: https://www.industrydocuments.ucsf.edu/docs/ytvy0000

Displayed: 1 of 1 Account Scroll - M03 05/12/95 02:09 PM

MORE>>

	Terr	Rte	Acct	CC	Name	Address	City	St	Zip
_	292207	915	146880	K02	F.A. DAVIS&SO	1111 S PACA ST	BALTIMORE	MD	21230

NOTE: 'X' Accts to View Detail, 'A' in Top Acct to view all Selected Accts

Next Function<?>: ___

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---

MENU HELP MAIN TOP CONTR RIGHT LEFT LGOFF

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Source: https://www.industrydocuments.ucsf.edu/docs/ytvy0000

Source: https://www.industrydocuments.ucsf.edu/docs/ytvy0000

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PILOT

FULL FLAVOR